

Station	KSNV-TV LAS VEGAS, NV.	Agency	( ) GMMB	Rep Firm	
Advertiser	( ) .OBAMA FOR AMERICA		3050 K ST NW	Sales Office ( )	PHILADELPHIA
Product	OBAMA 60'S		WASHINGTON, DC 20007	Salesperson ( )	AMY MCCREARY
Estimate#	1775	Agency C/P1/P2/E	95/101/1775		
Buyer	Maura Gilroy	Flight Dates	09/15/2012 - 09/24/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

--- CONTRACT COMMENT ---

SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	M-F	5A-6A	WAKE UP WITH THE WAGNERS	:60	\$650.00	09/17-09/21	2	1	2	\$1,300.00	
	2	M-F	6A-7A	WAKE UP WITH THE WAGNERS	:60	\$1,300.00	09/17-09/21	4	1	4	\$5,200.00	
	3	M-F	7A-9A	TODAY SHOW	:60	\$1,700.00	09/17-09/21	4	1	4	\$6,800.00	
	4	SA	6A-7A	NEWS 3 AT SUNRISE	:60	\$700.00	09/15-09/15	1	1	1	\$700.00	
	5	SA	7A-9A	SATURDAY TODAY	:60	\$1,250.00	09/15-09/15	1	1	1	\$1,250.00	
	6	SU	7A-8A	TODAY ON SUNDAY	:60	\$1,250.00	09/16-09/16	1	1	1	\$1,250.00	
	7	SU	930A-10A	CHRIS MATTHEWS SHOW	:60	\$1,000.00	09/16-09/16	0	0	0	\$0.00	
	8	M-F	9A-10A	TODAY SHOW II	:60	\$700.00	09/17-09/21	2	1	2	\$1,400.00	
	9	M-F	10A-11A	TODAY SHOW III	:60	\$650.00	09/17-09/21	2	1	2	\$1,300.00	
	10	M-F	11A-12P	RACHEL RAY	:60	\$650.00	09/17-09/21	3	1	3	\$1,950.00	
	11	M-F	1P-2P	DAYS OF OUR LIVES	:60	\$850.00	09/17-09/21	2	1	2	\$1,700.00	
	12	M-F	2P-3P	THE DOCTORS	:60	\$200.00	09/17-09/21	1	1	1	\$200.00	
	13	M-F	3P-4P	DR. PHIL	:60	\$900.00	09/17-09/21	3	1	3	\$2,700.00	
	14	M-F	4P-430P	FIRST NEWS 3 AT FOUR	:60	\$1,200.00	09/17-09/21	2	1	2	\$2,400.00	



Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ).OBAMA FOR AMERICA

Product OBAMA 60'S

Estimate# 1775

Buyer Maura Gilroy

Phone#

Fax#

Agency ( ) GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1775

Flight Dates 09/15/2012 - 09/24/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	30	F	9P-10P		:60	\$5,200.00	09/21-09/21	1	1	1	\$5,200.00	
			Buyline Comment: GRIMM									
	31	M	4P-430P		:60	\$1,200.00	09/24-09/24	1	1	1	\$1,200.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---

Report Totals: 57 / \$98,310.00

---SALES MONTHLY TOTALS---

Sep 12: 57 / \$98,310.00

Sales Totals: 57 / \$98,310.00

Station Totals: 57 / \$98,310.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$245,775	CATV	0%	KBLR	0%	KINC	0%	KLAS	20%	KSNV	40%
		KTNV	20%	KTUD	1%	KVCW	2%	KVMY	2%	KVVU	15%
		XXXX	0%								

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

Station	KSNV-TV LAS VEGAS, NV.	Agency	( ) GMMB	Rep Firm	
Advertiser	( ).OBAMA FOR AMERICA		3050 K ST NW	Sales Office ( )	PHILADELPHIA
Product	OBAMA 60'S		WASHINGTON, DC 20007	Salesperson ( )	AMY MCCREARY
Estimate#	1775	Agency C/P1/P2/E	95/101/1775	Salesperson Phone#	215-568-6540
Buyer	Maura Gilroy	Flight Dates	09/15/2012 - 09/24/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#					

CASH IN ADVANCE